

# Concrete Cares

The Concrete Industry is Mighty! Concrete is found all over the world, as it is the #1 building material. The industry cares about those in pain, suffering, struggling with disease, cancer and medical ailments. We recognize how those with challenges need everyone's compassion, prayer and donations to fund research and medical solutions. Placement of decorative concrete draws attention to those needs.

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## Mission Statement:

To allow local concrete industry to identify a local unifying project. Then to place decorative concrete to draw attention to that need. Pulling contractors, concrete suppliers, concrete companies and everyone in the industry together to donate in kind materials and labor/talent to create the show piece.

## We are Tooting our Horns!

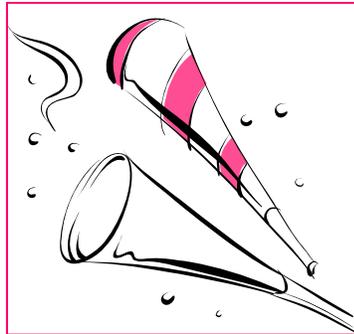
We are screaming it from the mountain tops "*Concrete Cares — Pink Concrete in all 50 States in a Year!*" to anyone who will listen. We are hitting the road hard to recruit contractors, suppliers, etc. to place pink concrete for cancer!

We are trying hard to get in front of concrete trade associations and individual concrete companies to promote getting involved with Concrete Cares. **If you have a concrete seminar or conference that someone can give a short presentation to help us reach our goals, please call us! We can provide you with information and PowerPoint to present or try to locate a speaker to attend your event!** Here are some of the recent groups that have heard our 5-10 minute commercial this fall:

- October, American Concrete Institute's Fall 2012 Convention in Toronto, Canada. Mike Murray, speaker at multiple ACI committee meetings
- October 31, Iowa Better Concrete Works Program, Mike Murray speaker
- December 5, Arkola, Dave Suchorski, speaker in Fort Smith, AR
- November 13, Concrete Promotional Group Annual Excellence in Concrete Awards, Christy Martin speaker

Events in the future that are scheduled to hear our message:

- December 14, South Dakota, Ready Mixed Concrete Association Meeting, Mike Murray, speaker
- January 9, Midwest Concrete Industry Concrete Technology Course, Christy Martin, speaker



- January 18, Kansas Ready Mixed Concrete Association's Winter Conference in Kansas City, Mike Murray, speaker
- January 9 -10, Kearney and Omaha, Nebraska respectively, Jereme Montgomery, speaker for the Durable Concrete Seminars
- February 4-8, World of Concrete, Artistry in Concrete Demonstrations, Students from the various CIM, Concrete Industry Management Programs will be competing to



design a Concrete Cares Logo. The winning entry will be placed as part of the Artistry Demonstration. The students will also make a Concrete Cares decorative concrete table with logo and then donate to a local cancer facility in Las Vegas.

- February 7, Kansas State University's Scholer/Peterson Concrete Confer-



ence, Christy Martin, speaker

- February 21, Concrete Association of Wyoming Annual Meeting, Mike Murray, speaker
- February 28, MO/KS American Concrete Pavement Associations Annual Portland Cement Pavement Conference in Kansas City, Mike Murray, speaker
- March 15, Arkansas Ready Mixed Concrete Association's Winter Convention, Mike Murray, speaker
- March 11-15, Concrete Décor Show in Charlotte, NC, there will be a Concrete Cares Booth and silent auction fund raiser.
- April 14-18, American Concrete Institute's Annual Spring Convention in Minneapolis, MN, Mike Murray, speaker

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## Project Recap Reporting Form

Please provide the information below, then email to:

Mike Murray [Mike@MurrayDecorative.com](mailto:Mike@MurrayDecorative.com) Chris Sullivan [CSullivan@ChemSystemsInc.net](mailto:CSullivan@ChemSystemsInc.net) Christy Martin [MartinC@ConcretePromotion.com](mailto:MartinC@ConcretePromotion.com)



- **Project Name:** (This is the name we will use in the newsletter and website to identify it. Keep it simple)
- **Street Address:**
- **City/State/Zip:**
- **Description of the location:** (Example: Behind the building or in the front lobby or in the parking lot or north side of the building, in the stadium, etc.)
- **Describe the concrete donation:** (Example, concrete table, polished lobby floor, pink concrete handicap ramp, decorative patio, etc.)
- **Give very specific details about the decorative concrete:** (Example: stamp pattern, stencil description, integral color, shake hardener, acid or water based stain, dyes, names of colors, etc.) Too much information is not possible.
- **Donations by:** (Give the names of ALL companies and/or individuals and what they donated in materials, their own time etc.)
- **Why was this project chosen or why was it special?** (Is there a concrete connection? Was it tied to an event, like a golf tournament or run to raise money for the cause?)
- **What was a challenge or hard obstacle to overcome, if any?** (A lesson learned that can be passed on to others, so that they don't make the same mistake or can avoid a difficulty)
- **Media Coverage:** (If you had any media coverage, who and what did they say or show? Did you get any feedback from the media coverage?)
- **Anything Else** that is an important detail, we may have forgotten: (Example: Made up t-shirts for everyone on the team who volunteered to place the decoration concrete. Where did the money come from to print the t-shirts?)
- **Pictures:** (Lots of pictures please!, some during construction, some post construction. Send the pictures to the same three people listed at the top of this form.)

This information will be given to our webmaster to upload to our website. It could end up in one of our newsletter updates too! Thank you very much for your time in filling this out!

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